

SCHEDULE 11

NOTIFICATION OF INTERESTS OF DIRECTORS AND CONNECTED PERSONS

1. Name of company
PEARSON PLC
2. Name of director
DAVID CHARLES MAURICE BELL

3. Please state whether notification indicates that it is in respect of holding of the shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18 or in respect of a non-beneficial interest

DIRECTOR'S OWN HOLDING

4. Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them (if notified)

AS IN 2 ABOVE

5. Please state whether notification relates to a person(s) connected with the director named in 2 above and identify the connected person(s)

NOT APPLICABLE

6. Please state the nature of the transaction. For PEP transactions please indicate whether general/single co PEP and if discretionary/non discretionary

AWARD OF 373 OPTIONS UNDER THE COMPANY'S WORLDWIDE SAVE FOR SHARES PLAN

7. Number of shares / amount of stock acquired
N/A
8. Percentage of issued class
N/A
9. Number of shares/amount of stock disposed
N/A

10. Percentage of issued class

N/A

11. Class of security

N/A

12. Price per share

N/A

13. Date of transaction

N/A

14. Date company informed

N/A

15. Total holding following this notification

N/A

16. Total percentage holding of issued class following this notification

N/A

If a director has been granted options by the company please complete the following boxes.

17. Date of grant

6 MAY 2005

18. Period during which or date on which exercisable

1 AUGUST 2008 – 31 JANUARY 2009

19. Total amount paid (if any) for grant of the option

NIL

20. Description of shares or debentures involved: class, number

373 OPTIONS OVER ORDINARY SHARES OF 25P EACH

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at time of exercise

507.6P

22. Total number of shares or debentures over which options held following this notification

182,703

23. Any additional information

COMPANY'S ALL EMPLOYEE SHARE PLAN

24. Name of contact and telephone number for queries

STEPHEN JONES 020 7010 2257

25. Name and signature of authorised company official responsible for making this notification

STEPHEN JONES, DEPUTY SECRETARY

Date of Notification

6 MAY 2005

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